

THE AMERIKA-HAUS BOOKMOBILE PROGRAM
Part I: Who are the Bookmobile Users?

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I N T R O D U C T I O N

This is a study of a USIS activity in West Germany called "The Amerika-Haus Bookmobile Program." The purpose of this program is to make available certain USIS books and other material to the people in target areas not reached by Amerika-Haeuser. The instruments for the accomplishment of this plan are one and a half ton paneled vehicles called Bookmobiles. Fixtures within the vehicles permit the stocking of approximately 1,500 books, of which fiction, non-fiction, and children's books are stocked about equally. Other reading material occasionally carried by the Bookmobile includes issues of several American newspapers, magazines and pamphlets. Built into the exterior of the vehicle are facilities for posting pictures and graphic displays. There are altogether 22 of these mobile libraries in operation in West Germany including two Volkswagen panel trucks which are being utilized in Berlin in lieu of regular Bookmobile vehicles.

Although the operation of the individual bookmobiles vary somewhat one from another, there are general procedures which describe the operation as a whole. Thus, each tour takes the Bookmobile through approximately 14 separate communities which extend over approximately 550 kilometers. The average stop at each community is about 3 hours, while the average number of visitors at each stop is approximately 70.

The study set out to answer the following questions among others:

- (1) To what extent is the Bookmobile known in the service areas?
- (2) To what degree is the Bookmobile used?
- (3) What types of people in terms of sex, age, education, etc. use the Bookmobile?
- (4) What types of books are borrowed?
- (5) What additional book sources are known to the users?
- (6) To what degree do the users patronize the other sources?
- (7) What, if any, is the relationship between use of Bookmobiles and attitude toward America and Americans?

Two basic samples of respondents were used in the study. The first consisted of 3,695 respondents who were interviewed at the Bookmobiles - about 200 cases for each of the 20 bookmobiles. The 3,695 respondents, incidentally, represent approximately one-twentieth of all registered Bookmobile cardholders in West Germany.

The second sample, consisting of 6,134 persons was selected by probability methods to represent the general area through which the Bookmobile traveled. It was made up of two groups: (a) 5,723 persons who had never used the Bookmobiles, and (b) 511 persons who said that they had at one time or another used the Bookmobiles. The division of the second sample into two groups made it possible to determine the exact proportion of actual Bookmobile users in the service area to non-users and to compare on a number of issues the attitude of Bookmobile users versus that of the non-users.

Interviewing began on November 1, 1956 and was concluded on January 15, 1957. In this connection it should be pointed out that in all three respondent groups nobody under the age of 16 was interviewed. This was done on the recommendation of ICD which is currently in the process of eliminating from Bookmobile membership all users under the age of 16.

Because of the length of the study, it is being published in three parts. Part I, the present volume, reports on Bookmobile awareness, Bookmobile attendance and on difference in personal characteristics and in political attitudes between Bookmobile users and non-users. Part II examines book selection procedure, types of books read, other book sources available to Bookmobile users and users appraisal of the Bookmobile. Part III consists of the breakdown of the Bookmobile questions by the separate Bookmobiles.

The field work, including the collection of observational data, and the data processing was done by DIVO - Markt-, Meinungs-, Sozialforschungs G.m.b.H., Frankfurt/Main, a German research organization working under contract with the Research Staff.

S U M M A R Y

The survey reveals that the Bookmobile is quite well known in the general area which the Bookmobile serves and quite well patronized. Evidence, however, seems to indicate that a point of saturation has been reached as far as the present service areas are concerned. That is, almost everybody in the service area interested in the Bookmobile is now enrolled as a member.

The users of the Bookmobile, according to the survey, comprise a select group. As a whole, the users are younger and more highly educated than the average. Furthermore, they are more frequent users of public media than non-users, better acquainted with elementary facts about the United States, more frequent visitors to Amerika-Haeuser and activities sponsored by Amerika-Haeuser, more sympathetic to Americans and much more sympathetic to the United States' point of view on political issues than non-users. This is especially true in regard to such problems as the development of atomic energy for peaceful purposes, mutual inspection, United Nations, NATO, and the general conflict between East and West.

Although the Bookmobile is well attended, and by persons who as a rule are more concerned about political questions than the non-users, the type of books read fall somewhat short of the ideal. Thus roughly two-thirds of the users read books of fiction and one-third reads books of non-fiction. The former, according to the survey includes love stories, detective stories and Westerns. The latter includes biographies, social science, and books concerning youth. Incidentally, an actual count of books borrowed shows that patrons take out fewer non-fiction books than they say they expect to take out.

An explanation for this situation seems to be that non-fiction books are not being "pushed" by the Bookmobile librarians as much as they might be. This was indicated by a cross-tabulation which showed that the patrons who relied most upon the recommendations of Bookmobile librarians for their books tended mostly to take out books of fiction.

The survey also disclosed that 9 out of ten of the users know of other sources in their communities where books might be borrowed. Although many users take advantage of these other sources, the majority prefer the Bookmobile because they like the Bookmobile selections and because the Bookmobile books are free of charge.

Section A: Bookmobile Awareness and Use

The purpose of this section is to explore the degree to which the Bookmobile is known and used by the people in the general area (service area) travelled by the Bookmobile.

BOOKMOBILE KNOWN IN SERVICE AREA BY 2 OUT OF 3 PERSONS ...

One of the first questions of the survey asked the respondent whether he had ever seen or heard of the Amerika-Haus Bookmobile. Answers indicated that the Bookmobile was known by 2 out of every three adults in the area which the Bookmobile served.

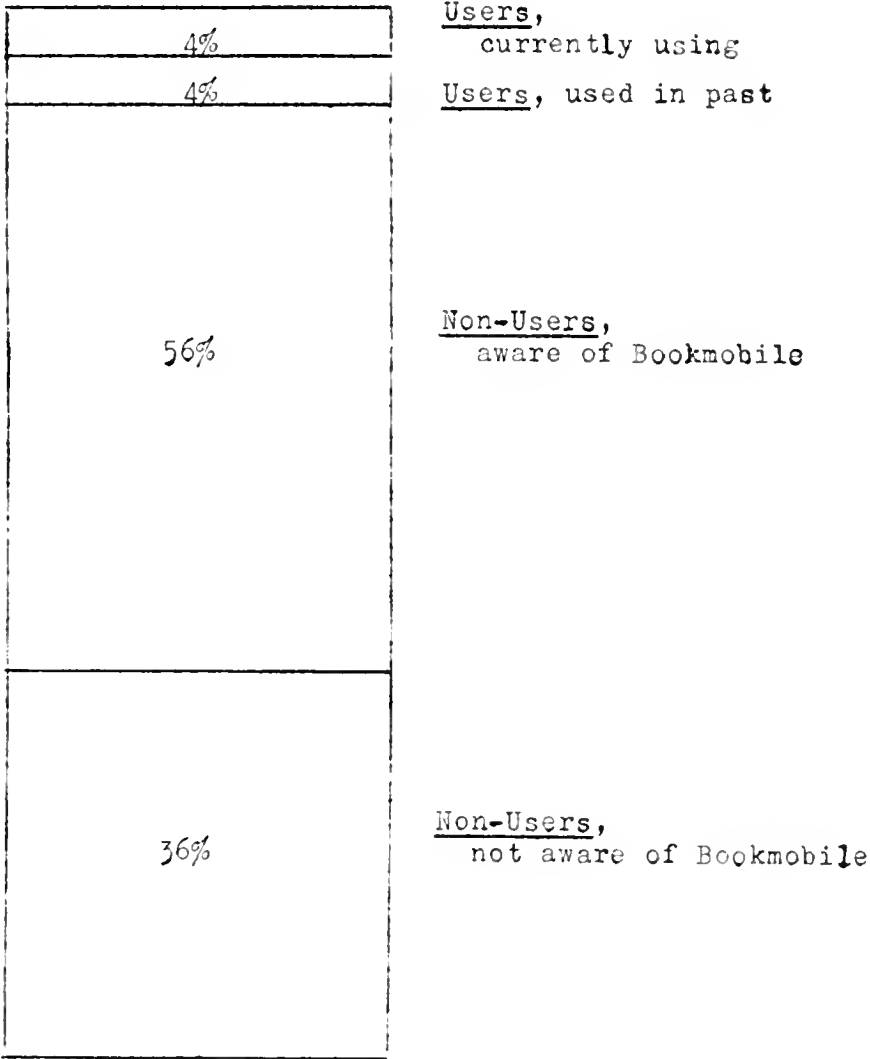
"Have you heard or read that the Amerika-Haeuser send Bookmobiles to rural districts and towns where German and American books and periodicals can be borrowed free of charge?"

	Service Area Cross-Section (6134)
Yes	64%
No/No opinion	<u>36</u>
	100%

HOWEVER, ONLY 4 PER CENT OF SERVICE AREA POPULATION CURRENTLY USING BOOKMOBILES ...

Respondents who said they knew about the Bookmobiles (64%) were then asked if they had ever used it. 4 per cent answered that they were currently using the Bookmobile, 4 per cent said that they had used it at one time or another in the past and 92 per cent said they had never used it. Thus, as shown in the chart below, 4 out of every 100 persons 16 years of age and over are currently using the Bookmobile, 4 out of every 100 had used it in the past, 56 have never been using it even though they knew about it and 36 were unaware of it.

SERVICE AREA AWARENESS AND USE OF BOOKMOBILES
Service Area Cross-Section
(6134)



MANY PERSONS AWARE OF BOOKMOBILE SAY THEY HAVE NEITHER THE TIME NOR THE INTEREST TO USE IT ...

The 56 per cent who said they were aware of the Bookmobile, but did not use it were asked why they had not used the Bookmobile up to the present. More than half said they have neither the time nor the interest, about a fourth said they get all their reading material from other sources, and less than a fourth said they didn't know how to enroll as a Bookmobile user. Other answers included lack of interest in American literature and inconvenience of Bookmobile stopping place.

"Can you perhaps tell me what kept you from utilizing this Bookmobile up till now?" (Asked of those 56 per cent who had not used the Bookmobile even though they were aware of it.)

(3408)

Had no time or interest	70%
I get all my reading material from other sources	25
I don't know enough about the Bookmobile operation to use it	11
Bookmobile stopping place is too far away	3
I'm not interested in American literature	2
Other answers	2
No opinion/No answer	<u>2</u>
	115% [@]

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Did you ever visit such a Bookmobile?"

IF "No":

"Can you perhaps tell me what kept you from utilizing this Bookmobile up till now?"

(3408)

Had no time or interest:

70%

"I'm so busy that I can't get around to reading, except the daily papers."

"I'm a dressmaker with no spare time at all."

"I can't spare the time for reading. When I return from my job I give a hand to my wife who runs a laundry."

"My business takes all my time; I'm dead tired in the evening."

"I leave the house in the morning and do not return until nine o'clock in the evening; there is no time left for reading books."

"I'm not too fond of book reading."

"I don't like books, I'm fully satisfied with newspapers."

"I'm too old for reading."

(Cont'd on next page)

(Cont'd from preceding page)

I get all my reading material from other sources:

25%

- "The book-club we belong to adequately provides us with books."
- "As a member of a book-club I'm always well provided with reading material."
- "I subscribe to two book-clubs."
- "I borrow books from our public library, I couldn't digest more."
- "As a student, I needn't resort to the Bookmobile; I get all books from the university library."
- "I borrow books from the parochial library."
- "We've got a library for workers and employees in our factory."
- "If I want a book, I go and buy one."

I don't know enough about the Bookmobile operation to use it:

11

- "I hadn't known that a Bookmobile comes to this place."
- "If I had known that a bookmobile also comes to Eckernfoerde, I might have visited it."
- "The place where the Bookmobile stops is unknown to me."
- "I hadn't been sure of the operating hours."
- "I had the notion that they wanted to sell books."
- "I didn't know that the Bookmobile was accessible to everybody."
- "I didn't know whether or not also German books could be borrowed there."

Bookmobile stopping place is too far away:

3

- "The halting-place of the bookmobile is too far away from our home."
- "The way to the bookmobile is too long, it is half an hour's walk."
- "It is too much trouble to get to the Bookmobile."

I'm not interested in American literature:

2

- "I'm not interested in American books."
- "The literature they offer there is un-German."
- "I'm not at all interested in American affairs."

Other answers:

2

- "The Bookmobile is always overcrowded."
- "I have seen such a Bookmobile, it is true, but I was too shy to enter it."

No opinion/No answer:

2
115%[@]

@ Some respondents gave more than one answer.

ONE-THIRD OF THOSE UNAWARE OF BOOKMOBILES NOW EXPRESS INTEREST IN
USING IT ...

Those who were unaware of the Bookmobile (36% of service area sample) were told about the Bookmobile and then asked if they thought they would be interested in using it. Approximately one out of three of these replied in the affirmative.

"Supposing you were offered a chance to borrow books or periodicals free of charge from such a mobile library every two to three weeks, would you avail yourself of this opportunity or wouldn't you?"
(Only asked of those who learned of the Bookmobile through the interviewer.)

(6134)

Yes, would avail myself of the opportunity	13%
No, would not avail myself of the opportunity	<u>23</u>
	36%
Not asked	<u>64</u>
	100%

The 23 per cent who, after being informed about the Bookmobile, said they would not use it were asked why they were not interested in this opportunity. The majority of these respondents answered that they had no time for reading while the rest said they have their own books, they are physically handicapped or similar reasons.

"For what reasons would you not avail yourself of the opportunity to borrow reading material from a mobile library?" (Asked of those who said they would not use the Bookmobile even after being informed about it.)

(1404)**

No time for reading	74%
Physically handicapped	14
Get my books from other sources	9
Have my own books	6
Miscellaneous	6
No opinion	<u>1</u>
	110% [@]

** 1404 respondents are 23 per cent out of the total of 6134.

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"For what reasons would you not avail yourself of the opportunity to borrow reading material from a mobile library?"

(1404)

No time for reading:

74%

"I have no time for reading, I often work until late at night."

"I am a housewife and in addition to that I have a job, so there is no time left for reading."

"I don't have the time, I have a household and a business to run."

"I leave in the morning and get home in the evening. There is no time left for reading."

"I don't have the time. I own and run a large farm. My husband died."

"I'm overburdened with work."

"I don't have time for reading."

Physically handicapped:

14

"My eyesight is failing, reading is too much of a strain."

"I cannot read any more, my vision is defective."

"I am 72 years of age, my eyesight is poor. Reading is too much of a strain for me."

"My health is poor. I have a serious nervous disorder."

"I am too old for reading, besides, I am ill."

Get my books from other sources:

9

"We make use of the local lending library."

"There is a library right in the house."

"I get enough books from the school library."

"I am employed with a publishing house and may read as many books as I want."

"I get my books from my employer."

Have my own books:

6

"We've got enough books of our own. We have not read them all yet."

"I've got enough books of my own. They would last me for a long time if I should feel like reading."

"We've got enough reading material at home."

"I buy the books I want to read."

Miscellaneous:

6

"I would not like to handle books from a lending library for hygienic reasons."

"I would not borrow books for hygienic reasons."

"I live too far away from the city center where the Bookmobiles usually stop."

"Getting there is too complicated for me."

"I certainly won't read American books."

"I think it is uninteresting to read the books of the Amerika-Haus."

"I'm against our being swamped with American literary products. We have enough genius in Europe."

No opinion:

$\frac{1}{110\%}$ @

@ Some respondents gave more than one answer.

VARIETY OF REASONS GIVEN FOR DIMINISHING USE OF BOOKMOBILES ...

Those who had not used the Bookmobile during the current year - one-half of those who said they had used it at one time or another - were asked to tell why they were now using it less often than in the past. 41 per cent of these infrequent "Bookmobile users" said they have less time to spare. 14 per cent said they now get their reading material from other sources, while 12 per cent mentioned dissatisfaction with Bookmobile selections including the fact that the Bookmobile does not offer enough German literature. Additional reasons included the fact that the Bookmobile arrives at an inconvenient time (7%) and that the respondent now works in a different vicinity (9%).

"Can you tell me for what reasons you visit the Bookmobile now less often than in the past?" (Asked of those users who said they use the Bookmobile now less frequently than in the past.)

(207)

I have less time to spare	41%
I obtain my reading material from other sources	14
Don't like the Bookmobile selections	10
I work in another vicinity	9
Bookmobile arrives at inconvenient hours	7
Physical handicaps prevent me from visiting the Bookmobile	6
I often miss the Bookmobile	4
My friends or relatives fetch books for me	2
I don't care for reading anymore	2
The Bookmobile does not offer enough German literature	2
Other answer	7
No opinion	8
	<u>112%</u> @

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Can you tell me for what reasons you visit the Bookmobile now less often than in the past?"

(207)

I have less time to spare:

41%

"I've changed my job and now have less spare time than back in 1955."

"Nowadays I don't get around to reading. I'm too busy with my job and with honorary offices which I hold."

"I built a home of my own and that's what has kept me busy during my leisure hours for some time."

"My job keeps me busy from morning till night, Nowadays I only read paper-back novels."

"I have no time for going to the Bookmobile these days."

"We cannot spare the time for fetching books."

I obtain my reading from other sources:

14

"We now regularly visit the municipal library."

"I have become a member of a book-club."

"I subscribe to a book-club now."

"I have become a member of a book-club."

"I'm the director of the local public library and so I'm more than amply supplied with books."

Don't like the Bookmobile selections:

10

"I couldn't get books which suit my taste."

"Mostly, classical literature is offered. There aren't enough books for light reading."

"There are too few youth books on hand."

"My wife always wants to read love stories. And they don't have many of them."

I work in another vicinity:

9

"I work in another town and so I have no chance to go to the Bookmobile any more."

"Most of the time I work out of town and so I cannot visit the Bookmobile."

"For a while I worked in another vicinity."

"I'm more frequently on the road than in the past."

Bookmobile arrives at inconvenient hours:

7

"The Bookmobile arrived at hours which were inconvenient for me. I couldn't get away at that time of the day."

"The Bookmobile is open at a time when I'm on the job. So I cannot visit it."

"The Bookmobile always stops in our vicinity when I'm at the office."

"As the Bookmobile comes to our town during business hours, I cannot go there."

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Physical handicaps prevent me from visiting the Bookmobile:

6%

"I am an invalid and so I cannot leave the house. And my daughter who usually fetches the books has been ill for a while during the past year."

"Recently I have visited the Bookmobile only rarely as I have been sick."

"My eyesight is failing me and so I cannot read much nowadays."

I often miss the Bookmobile:

4

"I missed the date when books were distributed."

"I never know when the Bookmobile stops in our vicinity and so I'm apt to miss it."

My friends or relatives fetch books for me:

2

"I ask friends of mine to bring books along for me."

"The children occasionally bring books which they borrow from the American Bookmobile."

I don't care for reading anymore:

2

"Nowadays I don't feel like reading books."

"I have other interests these days."

The Bookmobile does not offer enough German literature:

2

"I go less often to the Bookmobile these days because there are too few German authors available."

"Actually, almost all of the books are by American authors."

Other answers:

7

"I heard that the Bookmobile program would be carried out for three years only. I haven't visited it any more ever since I left the school."

"The books are awfully worn."

"Our grownup daughters who used to read the books have left home."

"The Bookmobile is awfully crowded."

No opinion/No answer:

8
112%^(c)

C Some respondents gave more than one answer.

FRIENDS AND RELATIVES MAIN SOURCE OF INFORMATION ABOUT BOOKMOBILE ...

The 3,965 respondents interviewed at the Bookmobile were asked what had induced them to visit the Bookmobile for the first time. Answers showed that although some people learned about the Bookmobile through such public media as newspapers and publicly displayed posters, the largest single influence, mentioned most frequently by the respondent (53%), was relatives and friends.

"Can you tell me what induced you to visit the Bookmobile for the first time? What or who drew your attention to it?"

	Users Interviewed at Bookmobile (3965)
Relatives, friends	53%
Bookmobile	28
Press	11
Posters	6
Invitations	1
Radio	*
Other sources of information	5
No opinion/No answer	1
	<u>105%</u> @

USERS TEND TO PATRONIZE THE BOOKMOBILE FOR MANY YEARS ...

Another interesting fact about Bookmobile attendance - one which incidentally seems to point up the whole-hearted acceptance of the Bookmobile by its users - is that the users tend to be longstanding patrons. Thus when the respondents at the Bookmobile were asked to indicate how long they had been patronizing the Bookmobile, the answers showed that almost half of the patrons have been using the Bookmobile at least 3 years.

"Do you remember when you visited the Bookmobile for the first time?" (Not asked of those visiting the Bookmobile for the first time.)

	Users Interviewed at Bookmobile (3820)
In 1956	29%
In 1955	24
In 1954	23
In 1953	13
In 1952	5
In 1951	3
Cannot remember	3
	<u>100%</u>

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

BULK OF USERS MEET THE BOOKMOBILE EVERY TIME IT ARRIVES ...

Furthermore, the users of the Bookmobile are steady "customers." Thus, when respondents at the Bookmobile were queried on how frequently they visited it during the past 12 months, almost 9 out of 10 said every time it was in town, while almost 1 out of 10 said every second time it was in town.

"As a rule, approximately how often do you visit the Bookmobile? For example, how often did you visit it during the past 12 months?" (Asked of those who had visited the Bookmobile more than once.)

Users Interviewed at Bookmobile (3820)	
Every time it was in town	88%
Every second time it was in town	9
Every third and fourth time	1
Every fifth time	*
Never	*
No opinion	2
	<hr/> 100%

MOST BOOKMOBILE PATRONS TEND TO BE STEADY USERS OF BOOKMOBILES ...

A final question on attendance asked the respondents at the Bookmobile whether their present visits to the Bookmobile were more frequent or less frequent than their visits had been in the past. Slightly less than 9 out of 10 answered that they were now visiting the Bookmobile as often as they had in the past, while 3 per cent and 4 per cent said, respectively, that they were visiting the Bookmobile more often than in the past and less often than in the past.

"Do you nowadays visit the Bookmobile more often or less often than in the past? Much more often or much less often?" (Asked of those who had visited the Bookmobile more than once.)

Users Interviewed at Bookmobile (3820)	
Much more often	1%
More often	2
As often as before	88
Less often	3
Much less often	1
Don't know	5
	<hr/> 100%

* Less than one half of one per cent.

INCREASED USE OF BOOKMOBILE DUE MOSTLY TO MORE TIME FOR READING ...

As shown on the following table 3 per cent of the Bookmobile patrons said they now use the Bookmobile more frequently than they did in the past. Although the users who say they have increased this use of the Bookmobile are small in number when asked to indicate the reason for this more frequent use, approximately 2/3 indicated a change in their personal situation (which gave them more time for reading) while the rest said that the Bookmobile now has more worthwhile books than it had before and that ~~their~~ current personal need for books is greater than it had been in the past.

"Do you nowadays visit the Bookmobile more often or less often than in the past? (Much more often or much less often?)"

IF "Much more often" or "More often":

"Can you tell me for what reasons you visit the Bookmobile now more often than in the past?"

	Users Interviewed at Bookmobile (3965)
I can spend more time on reading nowadays	2%
I now need books for my studies and information	*
I didn't realize before that the Bookmobile has worthwhile books.	*
I was out of town	*
In the past I had my own reading material	*
In the past the selection of books was not wide enough	*
Other answers	1
No opinion	* <u>3%**</u>

* Less than one half of one per cent.

** Those who said they visit the Bookmobile more often now = 117 respondents.

DECREASED USE OF BOOKMOBILE DUE MOSTLY TO LACK OF TIME ...

Those who said they now visit the Bookmobile less frequently than before (4%) were also asked why they did not visit the Bookmobile more frequently. About 1 out of 5 said they have already read all the books carried by the Bookmobile, an additional 1 out of 5 said they were prevented by illness from using the Bookmobile more while the rest said they do not have the necessary time, they get reading material from other sources, or they often miss the Bookmobile.

"Do you nowadays visit the Bookmobile more often or less often than in the past? (Much more often or much less often?)"

IF "Less often" or "Much less often":

"Can you tell me for what reasons you visit the Bookmobile now less often than in the past?"

	Users Interviewed at Bookmobile (3965)
I have less time now	3%
Illness prevents me from going there	1
I've already read all the books carried by the Bookmobile	1
I am often out of town	*
I often miss the Bookmobile	*
I get enough reading material from other sources	*
Other answers	*
No opinion/No answer	* 5% [@] **

* Less than one half of one per cent.

** Those who said they visit the Bookmobile less often = 177 respondents.

@ Some respondents gave more than one answer.

GREATEST PATRONAGE OF BOOKMOBILE COMES FROM THOSE WHO LIVE NEAREST
THE BOOKMOBILE STOPPING PLACE ...

In a further analysis of a Bookmobile attendance the survey data showed, as might be expected, that the largest group of bookmobile users (48%) either lived or worked in the immediate vicinity of the Bookmobile stop. The next largest group (30%) lived or worked beyond the immediate facility of the Bookmobile stop, but within the city district where the Bookmobile operated. The third largest group of users (18%) said they came from distant points within the city, and the remainder (2%) said they came from out of town.

"Where did the respondents come from in order to
borrow books?"**

	Users Interviewed at Bookmobile (3965)
From the immediate vicinity of the Bookmobile stop	47%
From the district of the city in which the Bookmobile stops	30
From other parts of the city or municipality	18
From out of town (From where?...)	2
From the plant before which the Bookmobile stops	1
No answer	<u>2</u> 100%

** Data obtained from Bookmobile cards by DIVO interviewer.

GREATEST PATRONAGE OF BOOKMOBILE COMES FROM THOSE WHO CAN REACH THE BOOKMOBILE IN THE SHORTEST TIME ...

The finding of the previous page that attendance is related to Bookmobile proximity was verified when attendance was examined according to the number of minutes it took the user to reach the Bookmobile. Here also it was found that the largest group of users (37%) required less than 5 minutes to reach the Bookmobile, and that as the time to reach the Bookmobile was increased, the number of users was proportionately decreased.

"How long does it take to get to the Bookmobile?"

	Users Interviewed at Bookmobile (3965)
Less than 5 minutes	37%
5 - 10 minutes	28
11 - 15 minutes	17
16 - 20 minutes	8
21 - 30 minutes	6
31 - 45 minutes	2
46 - 60 minutes	*
One hour and more	*
No answer	<u>2</u>
	100%

* Less than one half of one per cent.

Section B: Difference in Personal Characteristics
between Users and Non-Users

The question which arises at this point is "Who are these people (4 per cent of the total population of the service areas) who visit the Bookmobiles with such regularity and apparent enthusiasm?" "Do they constitute a special target group for USIA or are they merely representative of the persons in the general area where they live?" According to the survey data the users of the Bookmobile are sufficiently different from the general population to warrant describing them as a "selective" audience.

As a group Bookmobile users are younger, better educated and more predominately males than the general population. Although the differences are not surprisingly great, they are great enough to be interesting, and important as far as USIS is concerned. The table below shows the differences for sex, age and education.

	<u>Users Interviewed</u> <u>at Bookmobile</u> (3965)	<u>Non-Users Inter-</u> <u>viewed at Home</u> (5623)
<u>Sex:</u>		
Men	49%	42%
Women	<u>51</u> 100%	<u>58</u> 100%
<u>Age:</u>		
16 to 24 years	20%	13%
25 to 44 years	35	39
45 years and over	<u>45</u> 100%	<u>48</u> 100%
<u>Education:</u>		
Elementary school	53%	80%
Beyond elementary school	<u>47</u> 100%	<u>20</u> 100%

BOOKMOBILE USERS INCLUDE MORE PERSONS IN PRESTIGE OCCUPATIONS AND MORE STUDENTS THAN NON-USERS ...

In regard to occupation the survey data shows that the users are more frequently engaged in prestige occupations and more frequently students than the non-users. Of further interest is the fact that there are fewer businessmen among the users than among the non-users.

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Professionals	6%	3%
Businessmen	4	7
White-collar workers	15	12
Skilled workers	9	13
Semi-skilled workers	5	11
Domestic service	3	4
Farmers; farmhands	1	2
Housewives	28	32
Pensioners; retired	17	14
Students; apprentices	12	2
	<u>100%</u>	<u>100%</u>

BOOKMOBILE USERS HAVE GREATER KNOWLEDGE OF ENGLISH LANGUAGE THAN NON-USERS ...

Another difference between users and non-users, disclosed by the survey is that those who utilize the Bookmobile have a much greater ability to speak and read English than those who do not utilize the Bookmobile. Thus, when respondents were queried on this point it was ascertained that almost half of the Bookmobile users had some knowledge of English while among the non-users only one-fifth made this claim.

"Do you have some knowledge of English?"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Yes	45%	19%
No	<u>55</u> 100%	<u>81</u> 100%

IF "Yes":

"How good are you at reading English?"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Can read it only with difficulty or can hardly read it	10%	6%
Can read fairly well	23	10
Can read fluently	9	2
Read English as well as German	<u>3</u> 45%	<u>1</u> 19%

Section C: Difference in Use of Information Media
by Users and Non-Users

One of the aims of the Bookmobile operation is to reach a "select" audience. The data in the present section indicate that this aim is being realized in the sense that the Bookmobile is reaching people who are more informed than the average.

BOOKMOBILE USERS MAKE MORE FREQUENT USE OF INFORMATION MEDIA
THAN NON-USERS ...

It is of special interest to USIS that those who use the Bookmobile make more frequent use of other conventional information media than the non-users. Thus when the respondents were asked to indicate the frequency with which they read newspapers, listened to the radio, or attended the movies, the results showed, as indicated in the chart below, that in each of the primary media those who utilized the Bookmobile scored higher than those who did not utilize the Bookmobile.

USE OF MEDIA

	<u>Interviewed at Home</u>					
	<u>Users</u> <u>(511)</u>			<u>Non-Users</u> <u>(5623)</u>		
	<u>Newspapers</u>	<u>Radio</u>	<u>Movies</u>	<u>Newspapers</u>	<u>Radio</u>	<u>Movies</u>
Frequent use	75%	95%	63%	69%	85%	52%
Infrequent use	18	3	29	22	10	31
No use	<u>7</u> 100%	<u>2</u> 100%	<u>8</u> 100%	<u>9</u> 100%	<u>5</u> 100%	<u>17</u> 100%

USERS ALSO READ MANY MORE BOOKS THAN NON-USERS ...

Finally, as might very well be expected, there is a big difference in the interest of the two groups in reading books, with the Bookmobile users turning out to be more avid readers than the non-users. Thus when all respondents were asked to indicate the number of books they read each year -- books they borrowed as well as bought from any source whatever -- the answers showed the median books read in a year for Bookmobile users as 48 while the median number of books read in one year by the non-users was 6.

"In all, approximately how many books have you read during the past year, books you bought as well as borrowed?"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
1 - 9 books	2%	22%
10 - 19 books	7	15
20 - 29 books	11	9
30 - 39 books	11	4
40 - 49 books	9	2
50 - 59 books	16	5
60 - 69 books	9	1
70 - 79 books	5	1
80 - 89 books	5	*
90 - 99 books	2	*
100 books and more	1	1
No books	*	36
No opinion	22 100%	4 100%

* Less than one half of one per cent.

Section D: Difference in Information
Which Users and Non-Users Have about U.S.

Perhaps because of their relative great use of information media the users of the Bookmobile are much better informed about the United States and its policies than non-users.

USERS BETTER INFORMED THAN NON-USERS ON BASIC FACTS ABOUT UNITED STATES ...

The survey showed also that Bookmobile users perhaps because of their frequent use of information media are better informed on basic facts about the United States than are the non-users. Thus when respondents were tested on the name of the President of the United States, the name of the capital of the United States, and the name of the national parliament, the users, in especially the latter two, scored noticeably higher. The test is admittedly a very simple one but suffices nevertheless to show a greater knowledge of elementary facts about the United States on the part of the users than on the non-users.

	<u>Who is the President of the United States of America?</u>		<u>What is the Capital of the United States of America?</u>		<u>What is the Parlia- ment of the United States called?</u>	
	Users (3965)	Non-Users (5623)	Users (3965)	Non-Users (5623)	Users (3965)	Non-Users (5623)
Right	95%	88%	80%	64%	46%	28%
Wrong	2	2	15	18	20	15
Don't know	<u>3</u>	<u>10</u>	<u>5</u>	<u>18</u>	<u>34</u>	<u>57</u>
	100%	100%	100%	100%	100%	100%

BOOKMOBILE USERS MORE INFORMED THAN NON-USERS ON MUTUAL INSPECTION PLAN ...

When we turn to political questions, we see again that Bookmobile users, as a group are relatively well informed. Compared to the non-users, those who patronize the Bookmobile are better aware of what is going on in the world. One area where this awareness is clearly evident concerns the problem of aerial inspection. When the respondents were asked if they knew about the mutual plan for aerial inspection almost 2/3 of the Bookmobile users said they did compared to slightly under 1/2 of the non-users.

"Have you heard or read of a plan for mutual aerial inspection of military installations which was submitted during the Four-Power conference of the heads of state in Geneva in July 1955?"

	<u>Users Interviewed at Bookmobile (3965)</u>	<u>Non-Users Inter- viewed at Home (5623)</u>
Yes, heard of it	66%	48%
No, haven't heard of it	<u>34</u>	<u>52</u>
	100%	100%

BOOKMOBILE USERS ALSO BETTER INFORMED THAN NON-USERS ON
ATOMIC ENERGY PROBLEM ...

Bookmobile users, furthermore, appear to be much better informed than non-users on the subject of the peaceful uses of atomic energy. When the respondents were queried on their awareness of this problem the Bookmobile users again showed a greater acquaintance with this problem than did the non-Bookmobile users.

"Have you heard of any peaceful, non-military uses of atomic energy?"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Yes	85%	71%
No	13	25
No opinion	2	4
	<u>100%</u>	<u>100%</u>

Section E: Difference between Users and Non-Users
in Degree to Which They Make Use of USIS Activities Generally

Is there any connection between the use of the Bookmobile and participation in other USIS sponsored activities? The data of the survey shows that there is such a connection; that is, that Bookmobile users tend more than the non-users to participate in activities sponsored by USIS.

BOOKMOBILE USERS VISIT AMERIKA-HAEUSER MORE THAN NON-USERS ...

Does the use of the Bookmobile encourage visits to an Amerika-Haus? This is not known for sure; what is known is that the relationship between users and Amerika-Haus visitors is greater than that between non-users and Amerika-Haus visitors. Thus when the respondents were asked if they had ever visited an Amerika-Haus, the answer that they had was given by 15 per cent of the Bookmobile users and by only 7 per cent of the non-users. A follow-up question showed that the average number of visits to an Amerika-Haus during the past year for Bookmobile users was 2 to 3 times while the average number of visits during the past year for the non-users was 1 to 2 times.

"Have you ever visited an 'Amerika-Haus'? Approximately how often during the past twelve months?)"

	<u>Users Interviewed at Bookmobile (3965)</u>	<u>Non-Users Inter- viewed at Home (5623)</u>
Yes, 12 or more times	1%	1%
Yes, 7 - 11 times	1	*
Yes, 4 - 6 times	1	*
Yes, 2 - 3 times	2	1
Yes, only once	5	2
Yes, visited a center in the past	5	3
No, have never visited a center	85	93
No opinion	*	*
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

BOOKMOBILE USERS MORE FREQUENT ATTENDANTS OF AMERIKA-HAUS EXTENSION PROGRAM ...

The fact that Bookmobile users are more interested in the United States, as demonstrated by the fact that they are more frequent visitors to Amerika-Haeuser, than non-users was further demonstrated when the respondents were asked if they had ever attended an activity sponsored by an Amerika-Haus which was held outside the center itself. Answers to this question, as is the case of Amerika-Haus visits, showed attendance at such activities recalled by 6 per cent of the users while only 3 per cent of the non-users were able to recall attendance at such activities.

"Have you ever participated in an activity sponsored by an Amerika-Haus which was held outside the center itself, perhaps even in some other vicinity? (Approximately how often?)"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Yes, once	2%	2%
Yes, 2 - 3 times	2	1
Yes, 4 - 11 times	1	*
Yes, 12 times or more	1	*
No	94	93
Don't know	-	4
	100%	100%

VOA LISTENING HIGHER AMONG BOOKMOBILE USERS THAN AMONG NON-USERS ...

Perhaps a final indication that Bookmobile users are more interested in the United States than the non-users is the fact that the former listen to the programs of the 'Voice of America' more times each week than do the latter. Thus, when respondents were queried on this point, 12 per cent of the Bookmobile users against 6 per cent of the non-users said they listen 4 - 6 times a week.

"Have you ever heard the program 'The Voice of America' over the radio? (Approximately how often during the past year?)"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Yes, 4 - 6 times a week	12%	6%
Yes, 1 - 3 times a week	17	15
Yes, 1 - 3 times a month	16	18
Yes, Less than once a month	9	11
Yes, I heard it in the past	16	16
No, have never heard it	29	31
No opinion	1	3
	100%	100%

* Less than one half of one per cent.

USERS MORE THAN NON-USERS TEND TO ATTRIBUTE HONORABLE MOTIVES TO BOOKMOBILE OPERATION ...

A final difference between users and non-users of the Bookmobile in regard to USIS activities is that the former attribute honest motives to the Bookmobile operation much more frequently than do the latter. Thus in the service area sample, a sharp distinction appeared in the attributed purpose of the Bookmobile operation between the attitude held by the users and that held by the non-users. As indicated in the table below the Bookmobile users attribute honorable motives to the Bookmobile far more frequently (70%) than do the non-users (47%).

"For what reasons, do you think, the Americans maintain these Bookmobiles?"

	<u>Users Interviewed at Home (511)</u>	<u>Non-Users Inter- viewed at Home (5623)</u>
To promote German-American understanding and friendliness	70%	47%
To make books available to German people	21	14
To make propaganda for the United States	6	8
To Americanize Germans	2	4
To check Communist influence	1	1
Miscellaneous	4	7
No opinion/No answer	<u>10</u> 114% [@]	<u>29</u> 110% [@]

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"For what reasons, do you think, the American maintain these Bookmobiles?"

	Users Interviewed at Home (511)	Non-Users Interviewed at Home (5623)
<u>To promote German-American understanding and friendship:</u>	70%	47%
"The idea is to create a better understanding between Germany and America."		
"It's no charitable institution, it's a means for furthering the understanding between nations."		
"This program was launched with a view to creating a friendlier atmosphere between Germans and Americans."		
"The idea is to strengthen the ties which exist between Germany and America."		
"It's a means toward fostering German-American friendship."		
"A feeling of friendship prompted the Americans to launch this program."		
"This program was started in order to familiarize the Germans with the United States and its people."		
"Through this program a spiritual contact was established between Americans and Germans. The aim is to create cultural bonds."		
"They want to pave the way for an exchange of spiritual values."		
<u>To make good books available to German people:</u>	21	14
"The idea is to offer people good books to read."		
"The Americans maintain the Bookmobiles in order to give the man in the street a chance to read a choice of good books."		
"The Americans offer an opportunity to the local population to read good books."		
"Ordinary people are given a chance to read also better-quality books."		
"The idea is to give also people who live in remote villages a chance to read valuable books."		
"The idea is to raise the intellectual standard. The Bookmobile remedies the lack of books in rural areas."		
"Also people with a slender purse are to have a chance to participate in cultural life."		
<u>To make propaganda for the United States:</u>	6	8
"This project was launched for propaganda purposes. The Americans seek favor with the Germans."		
"I think propaganda purposes are at the back of this program. They certainly didn't undertake it out of sheer altruism."		
"Perhaps they mean to win sympathies for America through this program."		
"The Bookmobiles serve propaganda purposes. They are a means toward inducing people to think highly of the U.S."		

(Cont'd on next page)

(Cont'd from preceding page)

	Users Interviewed <u>at Home</u>	Non-Users Interviewed <u>at Home</u>
<u>To Americanize Germans:</u>	2%	4%
"The idea is to impregnate the German people with American ideas."		
"They want to superimpose American culture on our German culture."		
"We are to become just the way the Americans are."		
<u>To check Communist influence:</u>	1	1
"To provide good books is a means for stemming the Communist influence."		
"It's meant as a counterpropaganda against possible Eastern influences."		
"The Americans want to supply the public with good anti-Communist literature."		
<u>Miscellaneous:</u>	4	7
"The Americans want to promote the idea of a United Europe."		
"They want to oust German publishers from the position they occupy."		
"The Americans planned this program as a first step toward establishing business connections which will help them sell books later on."		
"The Americans want to increase the circulation of best-sellers over here."		
"The Americans want to find out what the average German thinks of them."		
<u>No opinion/No answer:</u>	<u>10</u> 114% [@]	<u>29</u> 110% [@]

@ Some respondents gave more than one answer.

Section F: Difference Between Users and Non-Users in Political Attitudes

In this final section examination is made of the difference in political attitudes between users and non-users of the Bookmobile. Findings indicate that users are clearly much more sympathetic to political policies of the United States than are the non-users.

USERS INDICATE GREATER CONFIDENCE IN THE UNITED STATES' UTILIZATION OF ATOMIC ENERGY FOR PEACEFUL PURPOSES ...

An important question in this section revealed that the users have an appreciation of the role the United States is taking in developing the peaceful uses of atomic energy which is much stronger than the appreciation held by the non-users. Although both the users and the non-users felt to approximately the same degree that the United States should do more in this field, about 1/3 more of the users than the non-users felt the United States is doing all it should do.

"Does America do everything it should do in order to utilize atomic energy for peaceful purposes, or do you feel it should do more?"

	Users Interviewed at Home (511)	Non-Users Inter- viewed at Home (5623)
Does everything it should do	32%	23%
Should do more	47	44
No opinion	21	33
	100%	100%

USERS TEND TO BE SATISFIED WITH AMERICAN POLICY TOWARD WESTERN GERMANY MORE THAN NON-USERS ...

One of the key political questions in the survey asked whether the respondent was satisfied or dissatisfied with American policy toward Western Germany. The answers, shown in the table below indicate that as a group Bookmobile users are clearly more in harmony with American policy toward Western Germany than are the non-users.

"Are you generally satisfied or dissatisfied with American policy towards Western Germany?"

	Users Interviewed at Bookmobile (3965)	Non-Users Inter- viewed at Home (5623)
Satisfied	78%	66%
Dissatisfied	2	3
Neither/nor	10	13
No opinion	10	18
	100%	100%

MORE USERS THAN NON-USERS SAY THAT WEST GERMANY SHOULD BE ON THE SIDE OF THE WEST ...

A final question in the political field was designed to find out how the respondent felt about West Germany's role in the East-West conflict. It asked whether the respondent felt that West Germany should be on the side of the East, the side of the West, or on neither side. As in the previous sections the answers indicated a greater affiliation with the West on the part of the Bookmobile users than on the part of the non-users.

"At the present time, do you personally think that West Germany should be on the side of the West, on the side of the East, or on neither side?"

	Users Interviewed at Home (511)	Non-Users Inter- viewed at Home (5623)
West	77%	68%
East	1	*
Neither side	17	21
No opinion	<u>5</u> 100%	<u>11</u> 100%

* Less than one half of one per cent.

GREATER REJECTION OF ADVERSE REMARKS ABOUT AMERICA AND THE AMERICANS
AMONG BOOKMOBILE USERS ...

According to the survey Bookmobile users, tend much more than non-users to be critical of unfavorable remarks about America and Americans. Thus, when the respondents were shown a list of statements, all of them critical of some aspect of American character, and asked to indicate the degree to which they agreed or disagreed with the statements, the users in each case indicated more disagreement than the non-users.

"Occasionally one hears unfavorable remarks about America and the Americans. We have listed some of them here and would like to know with which of these remarks you agree fully, with which you agree mostly and with which you agree only a little or not at all?"

	Users Interviewed at Home (511) <u>Disagreement**</u>	Non-Users Inter- viewed at Home (5623) <u>Disagreement**</u>
The Americans are presumptuous and conceited	78%	63%
The Americans are greedy for money and gain	61	49
The Americans are a traditionless nation and culturally backward	77	65
The Americans are inconsiderate, domineering and egotistical	74	60
The Americans are undisciplined, loud and rude	68	53
The Americans keep meddling in affairs of other countries	48	38
The Americans may indeed go to Church often but they are without religious feeling	52	37

** The single index number is used in the interest of economy. In all cases, that is, for each statement the sum of the percentages agreeing "fully" and "mostly" were subtracted from the sum of the percentages agreeing "a little" or "not at all" to provide a single index.

FRIENDLY FEELING TOWARD AMERICANS MORE PRONOUNCED AMONG USERS THAN AMONG NON-USERS ...

The users' pro-American orientation indicated in the previous section was verified by the answers which all respondents gave to a question designed to ascertain their personal feelings toward Americans: Here the respondents were asked to select from a series of statements describing various degrees of friendliness to Americans the one which matched their attitude most closely. The answers showed two things: (1) that all respondents think well of Americans, (2) that those who use the Bookmobile tend to feel closer to Americans than those who do not use the Bookmobile.

"Which of the following sentences corresponds closest with your personal feelings toward the Americans?"

	Users Interviewed at Home <u>(511)</u>	Non-Users Inter- viewed at Home <u>(5623)</u>
I think I could get along well with them	34%	26%
I like them fairly well, I think I could get along with them on the whole	50	47
I don't like them especially. I believe I wouldn't get along with them in certain respects	10	10
I don't like them at all. I don't think we would get along	*	2
No opinion	<u>6</u> 100%	<u>15</u> 100%

* Less than one half of one per cent.

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